28/01/2016 (THU) PARIS (FR)

EGTA MARKET INTELLIGENCE MEETING TV

RESEARCH AND RELIABLE FACTS TO HARNESS
THE NEW NARRATIVE OF TELEVISION

ORGANISED BY

egta.

HOSTED BY

TF1 PUBLICITE

7:45 BREAKFAST SESSIONS – MERCURE HOTEL

(upon registration only)

egta is testing a new discussion format and invites you to register for round table discussions of up to 10 people on the following topics:

1/Total video audience measurement status update chaired by **Michel van der Voort**, *Managing Director,* **SPOT (NL)**

2/TV's ROI & effectiveness chaired by **Gerald Neumüller**, *Director Research,* **SevenOne Media (DE)**

09:00 WELCOME COFFEE – TF1 PUBLICITÉ

09:30 WELCOME & OPENING REMARKS

Katty Roberfroid, *Secretary General,* **egta**

Laurent-Eric Le Lay, *President & CEO,* **TF1 Publicité (FR)**

09:50 INTRODUCTION

TF1: One Data

Understanding how data strategy is changing the way TF1 Publicité packages its offers and how the sales house collects & uses data to better meet advertisers' needs.

Fabrice Mollier, *Deputy General Manager, Strategic Marketing Innovation,* **TF1 Publicité & egta Board member (FR)**

10:15 SESSION 1: TELEVISION'S ROI & EFFECTIVENESS - PART 1

TOP BRANDS: Proving the efficiency and ROI of TV for FMCG brands

Fernando Pino Velázquez, *Director of Marketing Services,* **Atres Advertising (ES)**

TV Attribution – Cover every screen! How should marketers consider television in the context of the broader marketing mix?

Lucien van der Hoeven, *Executive Vice President EMEA,* **MarketShare (US)**

11:00 NETWORKING COFFEE BREAK

11:30 SESSION 1: TELEVISION'S ROI & EFFECTIVENESS - PART 2

TV Response: new rules, new roles

What is TV advertising's often hidden contribution to response in the short, medium and long-term?

Matt Hill, *Research Director,* **Thinkbox (UK)**

The value of advertising in Ireland - A Line In the Sand

Findings that prove the strength and value of advertising and the tremendous impact the advertising industry can have on a brand.

Jill McGrath, *Chief Executive Officer,* **TAM Ireland (IE)**

12:15 PANEL: EXPLORING THE FUTURE OF THE INSIGHT FUNCTION WITHIN TV BROADCASTERS, AGENCIES AND ADVERTISERS

What is the impact of new technology on the role of the insight/market intelligence departments?

How have broadcasters, agencies and advertisers reorganised their internal structures?

Which solutions have been put in place to properly manage the increasing and challenging amount of data coming from various sources?

What are the TV industry's expectations in terms of data today?

Moderators: Jon Watts, *Director & Co-Founder* and **Sara Sheridan**, *Research Director,* **MTM (UK)**

With the contribution of:

- **Florence Hermelin**, *Managing Director,* **GroupM Next (FR)**
- **Massimo Guainai**, *Country Media Manager,* **Ferrero (FR)**
- **Martin Greenbank**, *Head of Advertising Research & Development - Audience Technologies & Insight,* **Channel 4 (UK)**
- **Peter Petterson**, *Head of Research & Strategy,* **TV3 Sweden (MTG Group) (SE)**

13:30 NETWORKING LUNCH

14:30 WWW.EGTA.COM

Turning egta's new web platform into a daily tool

14:40 TF1 PUBLICITÉ'S LATEST ENGAGEMENT STUDY:

How does TV content engage viewers? What is the impact of TV content on advertising efficiency?

Nadège Verdurmen-Batisse, *Marketing Insights, Data & Strategy Director,* **TF1 Publicité (FR)**

15:00 SESSION 2: YOUNG VIEWERS & TV

Deconstructing the 'digital natives: what's hype, what's real? On behalf of Screenforce:

Jan Isenbart, *Director Sales Research,* **Mediengruppe RTL Deutschland & egta President (DE)**

Gerald Neumüller, *Director Research,* **SevenOne Media (DE)**

The truth about youth

What is the role of different forms of video in young viewers' lives? Uncovering their media habits and motivations.

Matt Hill, *Research Director,* **Thinkbox (UK)**

15:45 REINFORCING THE POWER OF TV

TV RE[DEFINED]

Covering 14 countries around the world, this study shows how global viewers are redefining their relationship with television in today's changing viewing environment; how they discover content and how their habits around television are evolving.

John Conlon, *VP, Research,* **VIMN UK, Australia, Central & Eastern Europe**

Julie Lefèvre, *Senior Research Director South, Middle East & Africa,* **Viacom**

16:15 CLOSING REMARKS

16:30 END OF THE MEETING

SPEAKERS OF THE DAY

Laurent-Eric Le Lay
President & CEO
TF1 Publicité (FR)

Fabrice Mollier
Deputy General Manager, Strategic Marketing Innovation
TF1 Publicité (FR)

Fernando Pino Velázquez
Director of Marketing Services
Atres Advertising (ES)

Lucien van der Hoeven
Executive Vice President EMEA
MarketShare (US)

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WITH THANKS TO OUR PARTNER